



# United States Department of the Interior



## BUREAU OF LAND MANAGEMENT

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To: California Deputy State Directors and Field Managers

From: State Director

Subject: Web Policies and Web Publication Standards Handbook

In 1997, BLM California issued draft policy guidance on the web program. Since that time, we have issued numerous temporary directives to extend or update that policy. To provide a central source of guidance to BLM California field managers and employees, I am pleased to issue a new handbook on California's Web Policies and Web Publication Standards. The purpose of this new handbook is to provide guidance and direction to BLM employees, contractors, and volunteers who develop web pages or provide program content for specific web pages.

I think our success at drawing as many as 59 million hits and 3.8 million visitor sessions in 2004 reflects our employees' commitment from all our Divisions and Field Offices throughout the state in providing daily updates into *Collage*, our web content management system. I greatly appreciate our managers' support in serving those who are interested in public land information and decision processes through interaction with the Internet. With the daily volume and quality of information our resource specialists and other employees share on the Internet, the BLM in California offers the public and elected officials significant opportunities to be well informed and fully involved in all the BLM's activities in a timely manner.

Recently, the Washington Office has extended an opportunity to all the states to assist with the Bureau's national web program policies, and I have asked Mary Lou West, our Internet Coordinator in External Affairs at the State Office, to participate on that national team to offer the California experience as reflected in the attached handbook. If any of you or your employees has suggestions for Mary Lou to bring to the team, please let her know (916-978-4612).

Signed by:  
Mike Pool  
State Director

Authenticated by:  
Richard A. Erickson  
Records Management

Attachment

1. H-1278-1 Web Policies and Web Publication Standards